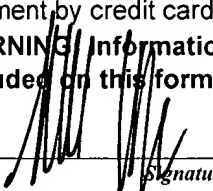


2613
CFW

AMENDMENT TRANSMITTAL LETTER (Small Entity)					Docket No. 12257.52	
Applicant(s): Mark A. Geiger					MAR 03 2005	
Application No. 09/871,493	Filing Date May 31, 2001	Examiner Charles E. Parsons	Customer No. 21999	Group Art Unit 2613	Confirmation No. 9598	
Invention: ELECTRONIC SHOPPING CART DISPLAY SYSTEM						
<u>COMMISSIONER FOR PATENTS:</u>						
Transmitted herewith is an amendment in the above-identified application.						
<input checked="" type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27						
The fee has been calculated and is transmitted as shown below.						
CLAIMS AS AMENDED						
	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE	
TOTAL CLAIMS	23 -	23 =	0	x \$25.00	\$0.00	
INDEP. CLAIMS	1 -	1 =	0	x \$100.00	\$0.00	
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00	
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT					\$0.00	
<input checked="" type="checkbox"/> No additional fee is required for amendment.						
<input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of _____						
<input type="checkbox"/> A check in the amount of _____ to cover the filing fee is enclosed.						
<input checked="" type="checkbox"/> The Director is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 50-0843						
<input checked="" type="checkbox"/> Any additional filing fees required under 37 C.F.R. 1.16.						
<input type="checkbox"/> Any patent application processing fees under 37 CFR 1.17.						
<input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.						
WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.						
 _____ Signature			Dated: Feb. 28, 2005			
Michael F. Krieger Attorney for Applicant Registration No.: 35,232 KIRTON & McCONKIE 60 East South Temple, Suite 1800 Salt Lake City, Utah 84111 Telephone: (801) 321-4814 Fax: (801) 321-4893			<div style="border: 1px solid black; padding: 5px;"><p>I certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on</p><p>Feb. 28, 2005 (Date)</p><p>_____ Signature of Person Mailing Correspondence</p><p>Michael F. Krieger</p><p>_____ Typed or Printed Name of Person Mailing Correspondence</p></div>			
CC:						



PATENT APPLICATION
Docket No.: 12257.52

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:)	
	Mark A. Geiger)	
Serial No.:	09/871,493)	Art Unit
)	2613
Filed:	May 31, 2001)	
)	
For:	ELECTRONIC SHOPPING CART DISPLAY SYSTEM))	
)	
Examiner:	Charles E. Parsons)	

AMENDMENT AND RESPONSE

MAIL STOP: NON FEE AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This correspondence is responsive to the Office Action mailed December 1, 2004 for the above-referenced application. The following Response addresses every rejection set forth in the Office Action, thus placing the application in condition for allowance.